

Module 2 - Creating a Trial Membership that Doubles and Even Triples Your Membership

Lesson 6 – How to Use the 3X Formula for Tripling Your Membership Blueprint

So again, go in and pull out that blueprint that I gave you, the 3X formula for tripling your membership blueprint and let's put this all together now that you have an understanding of the length of opportunity, the type of offer, and then your options.

So, you see under one column there, The Length of Opportunity. You would choose just one of those lengths of opportunity, whether it be 7-day, 14, 30, 60, 90, and then choose just one of the Type of Offers, whether it be the Dollar Trial Membership, the Free Trial-Plus purchase, the Free Trial Free Product, just pay shipping, your first two months at X-amount of dollars, free trial with a bit of registration. And then, over on the third column you would choose is it gonna be forced or is it gonna be optional.

Now, once you have this, you'll be able to do it over and over again. You'll be able to say, "Okay, what type, what length of opportunity do I want this trial membership to be?" What is my offer? And then, what is the option that I'm going to have? You can use this blueprint for every trial membership that you do.

Now, if you add this up, just in what I have given you here, you have a combination of 50 different trial memberships. Then if you take all of the different products that you have or all of the different services and if you created a trial membership just based on every single one of those products or services, say that's another 10 products or services that you have, you have then up to 500 different types of trial memberships that you can provide for your prospects to get them in your membership.

This is all about pulling different levers. So if you think about this, each one of these is a different lever that you're going to pull and every lever has a different combination, and so you're just working out different combinations and moving the levers under the Length of Opportunity and then Type of Offer and then Options and you're just constantly moving these levers to see which trial membership is gonna work best for you. That's why I gave you down at the bottom some space to customize your own trial membership. Because who knows, you might find out that, you know, for our marketing purpose, you might want to do a 21-day trial membership. Or you might want to try a two products for the price of one, plus free membership. And so that would be another trial type of offer.

The options really aren't going to be able to be customized. It's either going to be forced or it's going to be optional. So you're going to be able to customize this over and over and over again so that you're able to offer this trial membership to get people into your membership program and then take them from a sign-up to be fully engaged in your program.

So, hopefully, you're now starting to see all of the options that are available to you for your membership business to get more members. That's all that this is about is creating this trial membership so that then they have an opportunity to experience everything in your membership program that you can make available to them.

So now that you've got this blueprint under your belt, you understand this blueprint quite well. I want to talk about your marketing with your prospects. So how are you going to get them in? How are you going to position your trial membership in such a way that they latch on to it and they take it. So let's look at our next lesson and let's start talking about marketing your trial membership.